



Arizona  
Commission  
on the Arts

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# bulletin

## State and Federal News

### Keeping Arts Organizations Healthy: Consultant Services Grants

Time to recruit new board members? Ready to lead your organization through strategic planning? Are you struggling with budgeting and cutbacks? Thinking about examining your arts education programing?

Here at the Arts Commission, we know how difficult it can be at times to maintain a healthy arts organization. That's why we offer Consultant Services Grants (CSG).

Available year-round, the CSGs help connect Arizona non-profit arts organizations with professional consultant services. An organization can use consultants from the Commission's Peer Consultants Roster (available online), or suggest other in-state or out-of-state consultants.

What can these consultants do for an arts organization?

- Onsite workshops or consultations in a specific area; such as board development, organizational structure, public art, cultural facilities planning, program development, marketing, financial management, strategic planning, arts education, accessibility, public relations and more
- A facilitated assessment of the organization with board and staff
- Organizations are also studying aspects of arts participation through Open Door Support and Understanding Participation grants
- A detailed written report prepared by the Peer Consultant for use by the organization (extra funding available for this)

- Technology assessment/strategic planning
- Examine your organization's participation issues regarding audience, artists, board or many other areas
- Facilitate a staff or board retreat
- Peer Consultants can perform Community Cultural Inventories and Inventory Follow-ups for towns, cities and counties, which evaluate the cultural resources of a community. Peer Consultants facilitate public meetings for artists, arts organizations, government officials, business leaders, educators and other interested citizens. A detailed written report is produced by the Peer Consultant, summarizing discussions at the meetings, describing their observations and prioritizing recommendations for cultural development in a community.

Typically, organizations can receive one CSG each fiscal year (subject to approval and availability of funds). Requests must be made six weeks in advance of the proposed consultancy.

You are encouraged to speak to a program director at the Arts Commission before submitting your request. Awards are made to the arts organization receiving the consultation; it is then the responsibility of the arts organization to pay the consultant.

Grants are available by application only (forms available online), subject to review until funds are expended. Contact Jo Kobert at 602/255-5882 or [jkobert@ArizonaArts.org](mailto:jkobert@ArizonaArts.org).



Here at the Commission, we're excited about a new website. ShowUp.com, a project of Alliance for Audience, is the new resource for what's happening in theaters, museums and outdoor venues throughout Greater Phoenix and beyond. The website offers a comprehensive calendar of events, bringing together into a single convenient online site information that was, previously, scattered or not readily available at all.

ShowUp.com lets you click or browse to find performances and exhibitions, classes and workshops, venues and artists. It even provides you with information about discount tickets (last-minute and otherwise).

ShowUp.com tells you what's showing up on stages and at cultural destinations, providing you with date, time and even maps - so all you have to do is Show Up.

Phoenix areas arts organizations interested in listing their events should contact 602-971-2223 or [info@allianceforaudience.org](mailto:info@allianceforaudience.org)

## Director's Letter

### STATE OF THE ARTS: A Listening Tour

We've recently begun a year-long Listening Tour, visiting communities across the state to hear from artists, arts organizations, educators and citizens. What we hear will inform us as we make our decisions about how the Commission should focus and prioritize its work and resources in the next half of this decade.

During our Listening Tour, we're sharing some of the key things we've learned in the last three years through our UP-Understanding Participation program, in partnership with The Wallace Foundation and colleague state arts agencies.

Our work with artists, arts organizations and the education community is healthiest, and most valuable, when seen as a partnership with the ultimate result of providing oppor-

tunities for people to participate in the arts. Viewed this way, we jointly are much more connected

and relevant to all people of Arizona; not just within the arts community itself.

It's important for us to recognize our agency's place in the overall arts and cultural sector. Traditionally we've focused our efforts in the nonprofit realm, when in reality artists, technicians and managers, and particularly audiences cross lines all the time between for-profit, nonprofit and personal, informal arts opportunities. Our Listening Tour will include people from across the spectrum.

The arts, with public funding, make an impact on people and communities. We need your help to do a better job of telling the story of that impact.



*The Corpstein Duplex on Roosevelt - Home of the Arizona Commission on the Arts*

The Commission works in many different ways with our partners. We are a funder, with a responsibility for accountability back to the citizens and legislators. We convene groups, facilitate planning and discussion, and put people in touch with professional assistance, information and other partners, which makes us an assistance provider. And, we are a learning partner as together we all build our understanding of how best to maintain stability and relevance as organizations and how to build participation in the arts.

If you have thoughts you want to share about these issues, feel free to email us at [info@ArizonaArts.org](mailto:info@ArizonaArts.org).

*Shelley Cohn*

### A LISTENING TOUR:

### Three Questions

During our Listening Tour conversations, we hope that you will help us understand several important questions:

1.

What is it that you/your organization are trying to accomplish? Why is it important to you, your community, the broader public?

2.

How can the Arts Commission be a partner with you in reaching your goals?

3.

How might we strengthen or broaden the impact of what you are already doing?

We hope you will attend one of our upcoming Listening Tour conversations which will continue through early spring, 2005.

### Arts Commission Welcomes New Expansion Arts Director

Mitch Menchaca joins the Commission as the new Expansion Arts Director. He has previously worked as the public events manager at Central Arizona College in Coolidge, a program associate with the Arizona Humanities Council and also with the Casa Grande Valley Historical Society. Menchaca will work with emerging arts organizations, tribal museum, festivals and with our international programs in Mexico. To reach Mitch Menchaca, call 602/229-8229.



Mitch Menchaca

### ODP Letter of Intent Postmark Deadline:

Thursday, February 10, 2005

If you are planning on applying for general operating support for the first time from the Commission or are thinking about changing ODP categories, you will need file a letter of intent with the Commission by the above deadline in February.

# **Pulse: The Arts in Civic Life Southwest Arts Conference 2005**

**Friday, January 28, 2005 8:00AM-4:30PM  
Glendale Civic Center**

Artists and arts organizations occupy a unique place in our communities. They help give a community an identity, contribute to the local economy, bring visitors and new residents into a community and provide a forum for the different voices in a community to speak and be heard.

As artists and arts organizations strike a balance between achieving their mission and offering experiences that are valuable to participants, they take on various roles that overtly or subtly impact their community.

For SWAC 2005, we have designed a conference that allows us to think about the different roles we play in our communities.

Poet, Educator and native of Nogales, Alberto Ríos will be the keynote speaker and will talk about

his roles in the community as artist, arts supporter, private citizen and public educator. A Regent's Professor at Arizona State University, Ríos will be joined by professionals from the arts field to examine these issues with us throughout the day.

The following interactive breakout sessions are planned:

1. Inreach: Deepening the Engagement of your Stewards
2. Navigating Fragile Moments: Managing your Organization Toward a Successful Transition
3. The Arts as Contributors To the Economic Vibrancy of Communities

4. When Artists are the Heart of Community Vitality

5. Ways of Seeing: Understanding the Different Ways People Experience the Arts

6. Exploring Participation and Testing Assumptions

Registration is just \$50 through January 14. Teams of three or more from one organization get \$10 off. Check our website for registration form: [www.ArizonaArts.org/swac/](http://www.ArizonaArts.org/swac/) and for more information.

The Southwest Arts Conference is presented by the Arizona Commission on the Arts and is made possible with support from the National Endowment for the Arts and The Wallace Foundation.

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## **Sign Up and Be Counted!**

Beginning this year, Arizonans for Cultural Development will have a powerful tool called *The Creative Industries Study* that will give them the ability to tell elected officials, business leaders, and decision-makers the number of businesses and jobs that arts-related industries provide in Arizona.

Creative industries are a vital component of the US economy but the exact scope and importance of this sector isn't thoroughly known. If you are an individual artist, or someone who works in an arts-centric business, commercial or nonprofit then Sign Up and Be Counted! This includes not just performers, visual artists, museums and theatres, but architects, graphic designers, art and music stores, arts educators, publishers, film and video creators, presenters and commercial galleries.

### **Why Be Counted?**

*Creative Industries: Business & Employment in the Arts* is a new research study to understand the scope of the arts in the US economy. Alan Greenspan, U.S. Federal Reserve

Chairman, notes "The arts develop skills and habits of mind that are important for workers in the new economy of ideas." Past economic impact studies have not measured the full extent of both commercial and nonprofit arts workers. The impact of the arts must be fully documented to be a strong player in Arizona's future. This is a potent visibility and advocacy tool for advancing the arts in Arizona and in America. And, many funders including the National Endowment for the Arts now require applicants to have a D-U-N-S number.

### **How Can I Be Counted?**

To get your free D-U-N-S number and be counted, arts businesses visit: [www.artsusa.org/services/research/ri\\_article.asp?id=1527](http://www.artsusa.org/services/research/ri_article.asp?id=1527)  
Artists visit: [www.artsusa.org/services/research/ri\\_article.asp?id=1526](http://www.artsusa.org/services/research/ri_article.asp?id=1526)

If you would like more information about the Creative Industries Study, or if you would like Arizonans for Cultural Development to give a presentation on the study to your organization, contact Lisle Soukup at 602-253-6535 or [acdlisle@qwest.net](mailto:acdlisle@qwest.net)

## Arizona Orchestras Create Website

How many orchestras are there in Arizona? We've been counting and now know of 41 different ensembles.

All around the Grand Canyon state all sorts of professional, community, college and youth symphonies are tuning up and making music.

How do we keep track of them? Here at the Commission, we just go to the new website of the Arizona Orchestra Association: [www.azorchestras.com](http://www.azorchestras.com)

The Association's new website features a series of pages devoted to the different groups. You'll find photographs and contact information, including links to the organization's own websites.

The site currently has nine orchestras and soon will include many of the other groups.

To learn more, visit: [www.azorchestras.com](http://www.azorchestras.com)

## Upcoming ACA Deadlines

### Thursday, January 13, 2005:

Postmark deadline to nominate people and organizations for the prestigious Governor's Arts Awards. Nomination information and a list of past winners can be found on our website: [www.ArizonaArts.org](http://www.ArizonaArts.org)

### Friday, January 28, 2005:

Daylong Southwest Arts Conference, Glendale Civic Center. See the article in this issue for more details.

### Monday, February 7, 2005:

Arts supporters from around the state gather for the annual Arizona Arts Congress at the State Capitol grounds.

### Thursday, March 24, 2005:

Postmark deadline for grant applications from organizations and schools.

## Arizona Commission on the Arts *the state arts agency*

Through public support of the arts, the Commission works on behalf of the people of Arizona linking the arts and communities. The Arizona Commission on the Arts provides services and funding to help make the connection between artists and communities vital and of lasting value.

### Editor

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### Design

Stacey Wong

This document is available in an alternative format by contacting the Arts Commission at 602/255-5882.

Announcements about non-Commission-sponsored activities and opportunities are provided as a service. Questions about accessibility or alternative format should be directed to the designated contact.



*an equal  
opportunity  
agency*



**For a complete listing of artist opportunities, jobs and information and referral, visit our website: [www.ArizonaArts.org](http://www.ArizonaArts.org)**

## RETURN SERVICE REQUEST

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